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ABSTRACT

Drawing from the findings of a lengthy study of international news conducted by the American Committee of the International Association for Mass Communication Research at the request of UNESCO, this paper provides information on the system by which news is distributed around the world, on the international news content of four Western news agencies (The Associated Press, United Press International, Reuters, and Agence France-Presse), and on different explanations for the dominance of these four organizations. The paper concludes that Western news agencies do not ignore the Third World in their regional service to developing nations, that news emphasizing politics is standard all over the world, and that western agencies are dominant in most of the world because their files require less editing to conform to local sensitivities and opinions. Tables are provided concerning (1) geographic distribution of wire service news to Latin America, (2) geographic representation of wire service news by regional origin, (3) coverage of three world areas by Western news agencies, (4) distribution of the main topic of wire service news to Latin America, (5) correlation between main topics in First and Third World coverage, (6) themes and references in foreign news, (7) correlation between media and wire service coverage in Latin America, and (8) sources of foreign news from 16 countries. (MKM)

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PATTERNS OF WORLD COVERAGE

BY THE MAJOR WESTERN AGENCIES

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Patterns of World Coverage by the Major Western Agencies

If the world information order debate has produced more heat than light so far -- a phrase we copy from Wilbur Schramm (1980) -- it is already clear that the Western international news agencies occupy one of the biggest hotspots. The four worldwide agencies -- the Associated Press, United Press International, Reuters and Agence France-Presse -- are singled out for accusation of monopolizing the international flow of news, of failing to serve the needs of the Third World and of misrepresenting that two-thirds of humanity to itself and the rest of the world.

Like so much of the rhetoric in this highly charged debate, some of the complaints against the Big Four agencies are legitimate, but others are outright contrary to the evidence. And in too many cases, evidence with which to turn some of the heat into light is lacking.

In this paper, we propose to add a modicum of candlepower to the debate with results of a large study of international news we are now completing and with other recent data that bear on the issue. We will look briefly at the system by which news is distributed around the world, at the content of the four Western agencies and, finally, at different explanations for the dominance of these four organizations.

International News Distribution

The first point to be made is the number and diversity of news sources available around the world. While the four Western agencies do occupy a special place of importance, they are not alone. The latest UNESCO directory of world communicatins (UNESCO, 1975) -- published in 1975 with data from

1971-72 -- identified 90 national news agencies. While these organizations function primarily to distribute news within their countries -- about which more will be said -- many also distribute news internationally as well. Since that publication, dozens of other national and regional agencies have begun operation, many with UNESCO support and encouragement. A recent count by Freedom House (Sussman, 1980) identified 104 government news agencies, representing 68% of all nations. Even in Latin America, the one part of the world where media are generally privately owned, most countries have national agencies. The UNESCO publication in the early 1970s noted that all Asian nations from the eastern Mediterranean to the Pacific had their own news agencies except Cyprus, Kuwait, Saudi Arabia, Singapore and Thailand.

How do these national agencies participate in international news flow? First of all, many of them are distributed to other agencies. For example, from the sketchy data in the UNESCO figures, we learn that ACAP (the agency of Cameroon) receives AFP, DPA (West Germany), UPI, AP, TASS, ATP (Chad), AZAP (Zaire) and ACI (Congo). The Egyptian agency MENA, an important regional service, receives news from Reuters, AFP, DPA, ADN (East Germany), AGERPRES (Romania), CTK (Czechoslavakia), PAP (Poland), TANJUG (Yugoslavia) and TASS. The International Organization of Journalists (IOJ, 1969) credits TAP (Tunisia) with exchanges with 12 news agencies, NNA in Lebanon with access to seven news agencies and SANA (Syria) with 15 external sources.

The socialist countries are even better tied into the world network of news. According to IOJ, ADN in East Germany has contracts with 65 foreign agencies, AGERPRES in Romania receives news from 36 news agencies, CTK in Czechoslavakia has 50 agreements, MTI (Hungary) receives news from 28 foreign

agencies, and PAP in Poland has 32 external sources. TASS itself has exchanges with 69 news agencies.

In a study for UNESCO critical of the existing communications order, Harris (1977) points out that the Ghana News Agency received twelve different wire services, six of them regularly. Five were from Western countries, five from socialist countries and two from Northern Africa. In its daily domestic files, the Ghana News Agency used -- despite frequent mechanical breakdowns and atmospheric interference -- about 10% of the news it received.

Many of these national agencies, of course, exist more on paper than in fact. Others, notably TASS, are almost universally ignored even though they are often supplied without charge. But some of the smaller agencies in Western Europe and the new regional agencies do in fact provide copy that gets printed.

The problem is not really an absence of information. The ratio of material used to material received in Ghana is probably about average in Third World agencies. The director of ANSA, the Italian agency, has commented that his medium-sized agency receives daily "on merely average equipment working only fifteen hours a day 220,000 words from the socialist countries, 110,000 from the Third World and 250,000 from the international agencies. A third of our output is foreign news. It stands to reason that most of what we receive goes into the rubbish-bin, which ought to be the symbol of our discussions. Even Hsinhua (China) sends me 35,000 words a day. Interesting background material, but mostly unuseable" (Righter, 1978, 51).

These 100-plus national agencies are also important because they -- not the media themselves -- are typically the subscriber to the external news agencies, the gatekeeper which decides what part of this flood of incoming

information makes its way into the domestic media. Pinch (1978) found that in 70-80% of Third World countries (Latin America is the main exception) the services of AP, UPI and Reuters are sold to the government agency rather than to the media. The importance of the arrangement is the power it gives to the national news agency to control the picture of the world that gets presented to the nation's readers, viewers and listeners. If the Western (and other foreign)agencies provide an alien view of the world, the power of the national agency to correct that distortion is controlling. Harris describes the process in Ghana (236-237):

> While the use of political adjectives (in Western agency coverage) annoyed the foreign staff the problem was not unsurmountable -- all that was really involved was changing the adjective. One of the most common examples cited in this context was the substitution in stories about Rhodesia, South Africa, Angola, etc. of "nationalists" or "freedom fighters" for "guerrillas" or "terrorists." Another example was that stories about Ian Smith would generally be rephrased to describe him as the "racist Ian Smith." One minor reservation was made about such substitution by a few foreign editors, particularly with reference to changing "terrorist" to "nationalist" or to "freedom fighter" -- this substitution would only be made if the editor believed that the "cause for which they are fighting is just -- that is, in the African interest. This, in practice, meant that most stories would be amended.

It is interesting that many of the complaints against Western ideological bias in the news still cite the 15-year-old whipping boy, "Marxist President Allende" but not the equivalent "Capitalist President Johnson." Most of the current controversy concerns a handful of terms like "terrorist" and "guerrila" that from some perspectives can be seen as "freedom fighter" or "liberator." Perhaps we need a more neutral term for people who throw bombs or conduct irregular warfare, but the fact is that very little Western wire copy contains the kind of ideological labeling that people found offensive in the 1960s.

By far the greatest part of such labeling is added at the national news

agency level. If Ian Smith fared badly at the hands of the Ghana News Agency in 1976, his press image has not improved since then. In our study, for example, we found constant references in the Zambian media to the "racist puppet Ian Smith" and his "sham, bogus election" in the spring of 1979. It is not likely that these adjectives were in the original AP or Reuters copy.

From these glimpses of the international news scene, the picture of the world news flowing into a typical Third World country -- if such a diverse collection of nations has any typical member -- is hardly one of monopoly Western agencies pouring alien social values into the country unimpeded. In fact, a flood of news is available, representing a diversity of sources that ranges from TASS to the New China News Agency, the Non-Aligned News Agencies pool and other specialized and regional agencies and, of course, the Western services as well. In all, something like a quarter-million words a day can be received, in almost all cases, not at media offices but at a monopoly national news agency which selects one word out of five or ten for a daily file which becomes the basis for most of the news which circulates within the country.

In this torrent of information which washes up against the floodgates of the national news agencies, some sources are more important than others. Harris (236) concludes that "Reuter is <u>the</u> major for GNA in terms of the foreign news flowing into the Accra office." Of the six services regularly received, agency officials were most satisfied with AFP and Reuters. In contrast, TASS was regarded as all commentary, and "the editorial staff had no time to sit down and rewrite the material."

This last comment suggests one reason why the Western agencies are so dominant in most of the world: their files require less editing to conform to local sensitivies and prejudices. It is one thing to change "guerrilla" to "freedom fighter" but quite another to pick out the kernels of information

from the mass of polemic in agencies like TASS. This is obviously not the only reason why Reuters is the agency in Ghana while TASS and many of the other 11 agencies available are ignored. The amount of information carried by the Western agencies and the speed with which it is transmitted are also important, and we will return to these considerations later.

At this point, we want to consider in more detail what is carried on the Western news agency files and what use of made of them in Third World media. For this purpose, we refer to results of a recent study of international news coordinated by the International Association for Mass Communication Research (IAMCR) at the request of UNESCO.

IAMCR Project

After the Nairobi General Conference in 1976, UNESCO requested IAMCR, an organization of about 1,000 communications researchers in more than 60 countries, most of them affiliated with academic institutions, to undertake a study of the national images presented in the media of various countries. After the 1978 IAMCR Congress in Warsaw, President James Halloran, head of the Mass Communication Research Center at the University of Leicester, and colleagues from Leicester and the Continent designed a quantitative content analysis project which attempted to address the major issues in the information order debate. He invited all IAMCR members to participate in the project.

A reasonable guess at this point is that about 15 countries will be represented in the final report to UNESCO, which will be prepared by a four-man committee this summer. In addition, there is participation from Iceland (through one of our graduate students) and Turkey and Greece (through American researchers with strong ties to those countries). It is the

understanding of the participants that all of the data will be made available to anyone who wants to make use of this truly gigantic data set.

We were asked to assume responsibility for the United States part of the project. We felt that the study would be more valuable if the sample of nations would be larger and more diverse. Accordingly, we proposed an expansion of the project to the United States International Communication Agency and requested the agency's help in getting the necessary newspapers and broadcast tapes and in underwriting the cost of this significant additional analysis. The countries added by the ICA contract are Argentina, Mexico, Brazil, Indonesia, Soviet Union, Algeria, Tunisia, Egypt, Ivory Coast, Zaire, Kenya and Thailand.

In addition, we contacted the major wire services (the four Western agencies plus TASS and the Non-Aligned News Agencies pool) to request their cooperation because of importance of these organizations in the world debate. The four Western agencies responded by providing us with files of their major international regional services for part of the period covered by the IAMCR project. We continue to work on that part of the analysis now and have focused our efforts in Latin America and Africa. Wilbur Schramm and associates have completed a similar project in Asia, so we have not tried to analyze that part of the wire service copy.

The design of the content analysis project involved an examination of the equivalent of a two-week period, formed by taking one day every two weeks from April 2 to June 16, 1979. In addition, a continuous week running from April 23 to April 29 was analyzed. Three decisions had some immediate bearing on the U.S. part of the project. One was to include the largest-circulation newspaper in the country -- at the time, the New York Daily News -- even though

it was part of the popular press rather than the influential elite press as it is in most countries. The second was to use a six-day week, excluding Sundays, which contain a significant part of the week's news. The study design also restricted analysis to the main news section of the paper. This eliminated much of the "back of the book" part of the American press. For the U.S. part of the sample, we included two Sundays and coded the entire newspaper.

For the report to UNESCO, we will restrict our analysis to the more limited definition of news. In this report, however, we have used the entire data set which consists of all foreign news of all media and the two Sunday editions of the U.S. sample. Foreign news was broadly defined to include domestic events that significantly touched world affairs. So, for example, a congressional debate on some aspect of foreign policy would be included, even though it occurred entirely within the United States. Each foreign story was identified, measured on a scale of standardized column-centimeters (seconds, for broadcast news), and categorized according to source, location, nations involved and various other aspects of content. The categorization is complex and detailed; each story is reduced (if that is the correct word) to two 80-column computer cards. Our report today can be considered a first pass at our contribution to this important international study.

Results

The UNESCO study contains three elements that are of interest here. The first is the distribution of parts of the world represented in the national media and in our samples of wire service content. The second is the range of topics covered in the foreign news. And the third is the distribution of a set of

themes representing cultural values and ideologies. We want to look first at how these different factors are represented in the wire services, then compare how the wire service "menu" of foreign news with the national media "diet."

Table 1 shows the geographic origin of regional files of the four Western agencies which we have analyzed to date and a "composite" wire service made up of the same four from Schramm's study in Asia. In all cases, the "skyscrapers" are the regions themselves: more news from Latin America is carried by the files to Latin America than from any other part of the globe; more news to Africa on AFP comes from Africa; more news to the Middle East on Reuters comes from that part of the world; and more news from Asia is carried on the composite wire to Asia.

These figures, in fact, underestimate the proportion of news about these areas because each story is tagged according to the point of origin only. In an earlier analysis of our Latin American data (Stevenson and Cole, 1979), we looked at all of the geographic areas mentioned in a story as well as the origin. For example, a story about a visit by the Mexican president to France would take place in Western Europe but obviously concern both Latin America and Western Europe. In that analysis, we found that while 44% of the news to Latin America from the four Western wire services was <u>from</u> Latin America, 52% was <u>about</u> Latin America. In either case, it is clear that more attention is paid to Latin America than to any other part of the world.

This is a pattern we found throughout the world's media. In our first full report of the data (Stevenson and Cole, 1980), we looked at more than 40 recent data sets, covering a wide range of media samples and time frames. In virtually every one, the pattern was repeated with a regularly that is quite astonishing: in every media system for which current data exist,

more attention is given to the immediate geographic region than to any other part of the world. On the average, from 40% to 50% of the foreign news comes from the immediate region. Then comes Western Europe, in most cases, with about half that amount and North America with even less. The two blind spots in the world's media are intra-Third-World news -- African news in Asian media, Latin American news in the Middle East media, etc. -- and the socialist countries.

As Table 2 shows dramatically, it is the second world of European socialism, not the Third World, which is invisible in Western wire service files to the Third World and the media as well. Masmoudi's criterion of news coverage based on population, in fact, is met or approached by many of the world's media. And his assertion (1979) that the major "transnational agencies...devote only 20 to 30 percent of news coverage to the developing countries, despite the fact that the latter account for almost three-quarters of mankind" is simply not true.

This pattern is repeated in the national media. In every one of the Third World countries we studied, more attention is given to the Third World than to any other part of the world. Regionalism is the dominant characteristic of news media in all parts of the world: In the West, more attention is given to that part of the world than to any other; in Eastern Europe, it is the socialist countries of the region that get most coverage.

What is it that gets reported about different parts of the world? Is it true, as Masmoudi charges, that the Western news agencies "present these (Third World) communities -- when indeed they do show interest in them -- in the most unfavorable light, stressing crises, strikes, street demonstrations, putsches, etc., or even holding them up to ridicule"?

In Table 3, we present the distribution of main topics for the wire service files. A similar analysis was carried out for the national media, but the data are too voluminous to report here. Two points can be made about these data. First, news around the world is mainly politics, domestic and interantional, and newsmakers are mainly political leaders. Natural disasters and accidents do not figure prominently in the news of any nation. But is the Third World singled out for a different kind of coverage?

In Table 4, we present correlations between the relative frequency of the list of main topics between First and Third World areas for all of our data. On the whole, the correlations are high and in most cases, lower than average correlations can be explained by special regional interests. In the Icelandic media, for example, a significant part of their Western European coverage dealt with sports, while very little news from the Third World was in that category. In the United States media, a higher proportion of Third World news dealt with international relations than of First World news. The latter had a greater emphasis on economic topics. On the whole, we find no evidence either that any part of the world is held up to an unusually unfavorable light or, more important, that the Third World is singled out for any special negative coverage.

News is narrowly confined to politics and newsmakers limited to politicians in the media of all countries we studied. But this problem is a general one and seems to apply to all media systems in all parts of the world. If this were a condition unique to Western journalism, it is unlikely that we would find the same pattern in the Soviet media and in the media of Third World countries which explicitly reject the Western definition of news. We have some preliminary evidence that the range of topics and sources narrows as government control of the media increases, but we want

to examine the data more carefully before offering a firm conclusion.

The third area of this content analysis we want to present concerns the set of themes and references covering a wide range of topics and values. We looked for evidence of things like racism, human rights, detente, development and terrorism as well as purely ideological references like imperialism, socialism, capitalism and democracy.

As shown in Table 5, the important finding is what the data do not show. In most cases in the wire service files -- about 75% on the average -- the stories do not contain any of these emotional and cultural tags. Most stories follow the AP dictum about such things: no adjectives. A similar pattern was generally evident in the national media as well, although the use of these themes and references was more extensive than in the wire service copy. In Table 6, we show the correlations in Latin America between the wire service "menu" of foreign news and the national media "diet" of foreign news in terms of topics and themes presented.

Two points should be emphasized. The first is that the national media do mirror the Western news services in parts of the world that get attention and in the topics that are covered. But in the area of themes and references -- what we have used to measure social or cultural values -- the fit between the wire services and national media is much looser. Wire service copy contains very little of these values to begin with, and most of what gets into the national media is added at that level. This is consistent with the portrayal of the Ghana News Agency and our own analysis of national media. In the words of the popular hypothesis, the Western news agencies may well set the agenda for the national media they serve by telling them what parts of the world to pay attention to and what kind of events to report. But at the crucial level of cultural values, the international wires provide

very little of the agenda that makes its way into the national media.

In fact, it is difficult to make a strong case that the Western media services even provide the bulk of foreign news in the Third World. The practice of crediting news varies from country to country, and a great deal of the information printed without credit of any kind in Tunisia or credited to the home country agency in Turkey or Zambia is, of course, based on Western agency files. But what is surprising -- and encouraging in Table 7 -- is that 15% to 20% of foreign news in even the smallest and poorest countries is credited to their own correspondents. On the whole, the amount credited to the Western services averages less than 10% although it surely is higher than that.

Discussion

If the dominance of the Western agencies is weaker than some of the arguments in the world information order debate suggest, their influence is still important. They do supply a great deal of information and they seem to set the agenda for national media at the level of influencing what parts of the world get attention and what topics get covered. What is it that makes news from AP, UPI, Reuters or AFP so palatable in so much of the world?

Part of the reason, as we have suggested, seems to be that their files arrive largely devoid of ideological baggage. And part of the reason, we believe, is the timeliness of the information. Only these four agencies have the technical system and reportorial resources to get the information about events in any part of the world to subscribers, literally at the speed of light. The notion of timeliness as a key news value is also tied into the current debate and represents one of the more substantial criticisms against

Western journalism. Vittachi (1979) argues that the new world information order does -- or should -- refer less to the means of delivering information than the content. Process, he says, not events, is what matters in the world and is what should be reported. This view is echoed in the call for more "development news," (Martin, 1978) a phrase that often means simply the good news from the Third World but can also mean reporting with a better sense of historical perspective and a greater emphasis on slow but significant social and political change.

News in the West is often defined as simply the exceptional event, the plane that does not arrive safely, the government that gets overthrown, the international conflict that leads to war. It may be of some comfort that such events are still sufficiently rare that they qualify as news. Most Western journalists do appreciate the importance of a broader definition of news, of the importance of the enterprise story, the backgrounder, the interpretive piece. And indeed, there is probably more of this kind of journalism than critics are willing to admit.

But it is certainly true that the crush of timely events too often pushes this kind of reporting out of daily journalism. As John Chancellor has said of the NBC Nightly News, the problem is not what to put in, but what to leave out. There seems to be a near-universal impulse to report what happened today if the information is available even if other reporting must be held over. The frequency of exceptional events around the world may be no greater now than several decades ago, but the ability of the national media to know about them -- largely via the Western news agencies -- is vastly greater. Even when information is sketchy, the impulse is to do a bad report what what is available and not wait a day or two until complete information is on hand.

In some countries where delivery of information is delayed, the effort

is to update the old material to make it appear current. Golding and Elliott (1979) describe what happens in the newsroom of Nigerian television:

> The routine was to select a likely-looking Visnews film, then see if there was a wire agency item on which to peg it. Thus the day's news is sifted for material to accompany the film, and the availability of the film is the prime determinant of the story's selection. The result is often the awkward conflation of distinct events. The President of Sudan was in Bonn, and Visnews was there to capture his appearance. Film of African statesmen about their business is prized, and the dope-sheet is slipped off the board. But the only news-peg available was a brief AP report that the President was in Abu Dhabi, so the two are welded into a 2-minute 30-second item, one of the longest stories in the bulletin, and one of the five film items. Even greater confusion can ensue On another occasion Visnews had film (two weeks old) of student strikes in the Congo. No Congo news was apparent on the wires but there was a student demonstration in Dahomey. The two were integrated although the Congo strike was anti-government, the Dahomey demonstration pro-government. Nigerian journalists are as socially and politically aware as any others. The point is that production needs, and the exigencies of meeting programme requirements, override news value or social significance in selecting and compiling. To a large extent, these needs and exigencies can only be met by leaning heavily on the services of film agencies.

The tongue-in-cheek variation of the motto of the New York Times-- all the news that fits -- has more than a kernel of truth in it. Media do have to go to press or on the air to meet deadlines, and their editors have to make do with what is available at the time. Halloran (1980) argues that frequency of publication is a major reason for news emphasis on current events: "One reason for the concentration on events is the 'publication frequency' of the media themselves. Events are more likely to be picked up by the media working to a publication cycle if they occur within the space of one day." Or more simply: the trouble with daily papers is that they come out every day.

Such a criticism should be tempered with the acknowledgment that event-oriented media -- the daily newspapers and broadcasts and the wire services -- do not constitute the only news media available to people.

Others, like the weekly and monthly news magazines, even the back-of-the-book sections of the daily and Sunday papers and the broadcast news magazines, are available and widely used to flesh out the terse reports of today's events in the fast media. One area of research we hope to pursue is the availability and use -- the diet and menu --of news emphasizing timely events vs. that with a broader perspective. We suspect that news media carry more of the latter than they are credited with but also that they make poor use of the menu of broad perspective information available.

Nor is it fair to criticize specific media for doing what they do best. The news agencies and their film counterparts are superbly equipped to send words and pictures of events around the world quickly. On the whole, they do it reasonably well. No journalist working against a deadline would contend that his or her report represents anything more than a rough draft of history. But it is hard to imagine that any of us would want to wait until the verdict of time is in before learning about important events that are happening around the world. Golding and Elliott raise as one alternative to the present system of journalism the idea of letting sociologists report the news. To their credit, they dismiss the idea, probably recognizing the problem that even sociologists and historians cannot often agree on the past and surely could not agree on the present.

Conclusions

Righter (1979) suggests that the compromise declaration reached at the UNESCO General Conference in 1978, while papering over many of the issues in the current debate, represented a shift from confrontation to negotiation between the Third World and the West. The new climate offers the possibility

at least of resolving some of the Third World complaints and getting on with the business -- largely technical and usually apolitical -- or improving Third World communications.

This same new climate may also be conducive to dropping some of the charges that are not supported by data such as those in our project. As a modest contribution to the new phase of the debate, we would offer the following generalizations:

1. The amount of information available to the Third World, on the whole, is less a problem than the kind of information. Nor is the lack of alternatives to the Western news agencies a serious limitation to the ability of Third World news agencies to fashion the kind of picture of the world they want to present their audiences. To the extent that gaps do exist in the flow of information -- within regions or between Third World areas, for example -- technology is available to solve the problem. Increasing the flow of information may be the easiest part of the solution to the problem of Third World information poverty.

2. The assertion that the Western agencies ignore the Third World in regional service to those parts of the world is simply not true. The industrialized West is less prominent in these services than the audience region, and in general, North America gets less attention than Europe. The invisible part of the world is the socialist Second World. The gaps which exist in the current information flow -- regional information, particularly the good news of development news, and exchanges between Third World regions -- are an ideal area for concentration by the new national and regional news agencies. These new services can never complete with the existing Western news agencies for speed and breadth in covering the world and probably should not

try. There is plenty of opportunity at the regional level for news and for specialized information where the need exists and where the world agencies do not operate. Division of labor in the world flow of news is a sensible alternative to excessive competition.

3. The argument that the Third World is singled out for special treatment is also not supported by data. News emphasizing politics is by and large the standard all over the world. This narrow definition of news and equally narrow definition of newsmakers is a problem of journalism, not a problem of Western coverage of the Third World.

4. The information revolution, curiously enough, increases the amount and diversity of information but does not seem to increase the quality of it or the public's knowledge and understanding of a complicated world. Certainly the American people, surrounded by information, literally, in some cases, around the clock, are evidence that interest in the world does not increase as the diversity of information increases. The real task of journalism -- one shared by all journalists -- is to find ways to transform the flood of information into a coherent view of the world that enlightens as well as informs.

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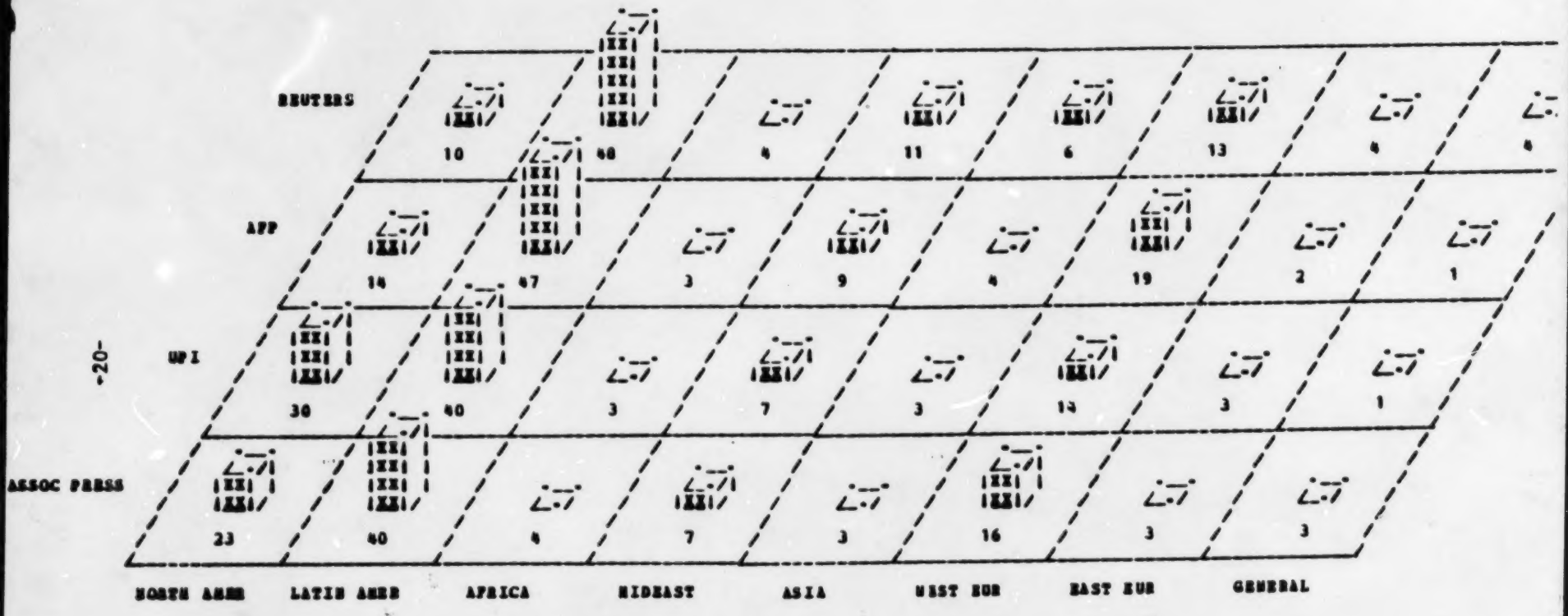
TABLE 1: GEOGRAPHIC DISTRIBUTION OF WIRE SERVICE NEWS TO LATIN AMERICA.



Numbers in each block represent proportion of news originating in each geographic area.

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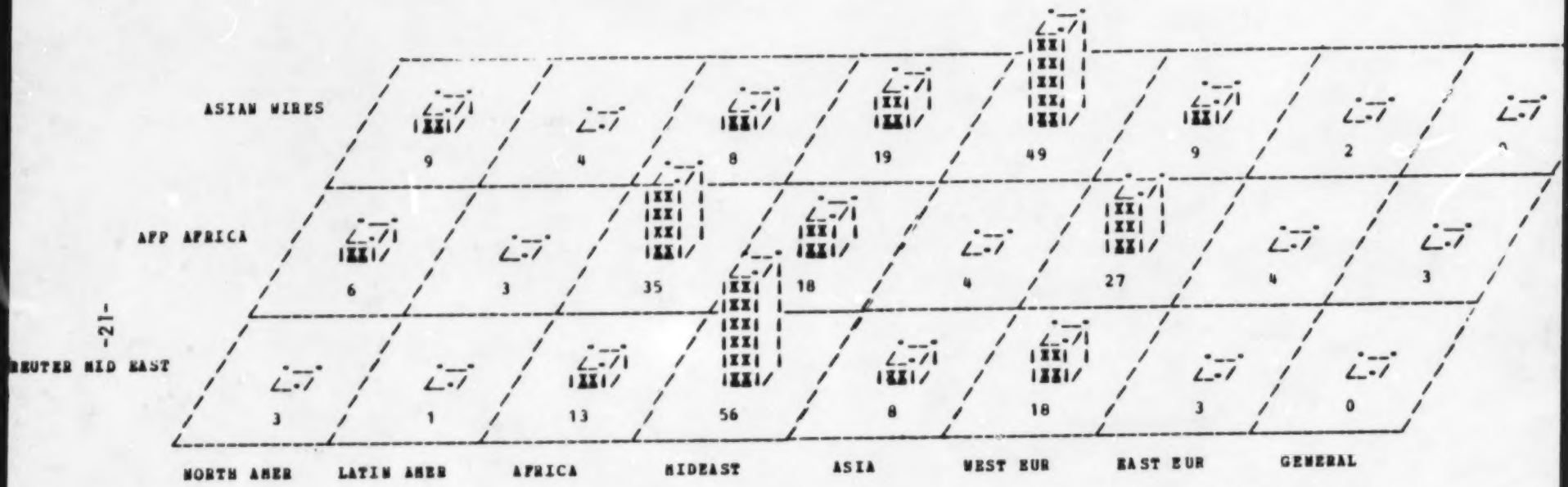
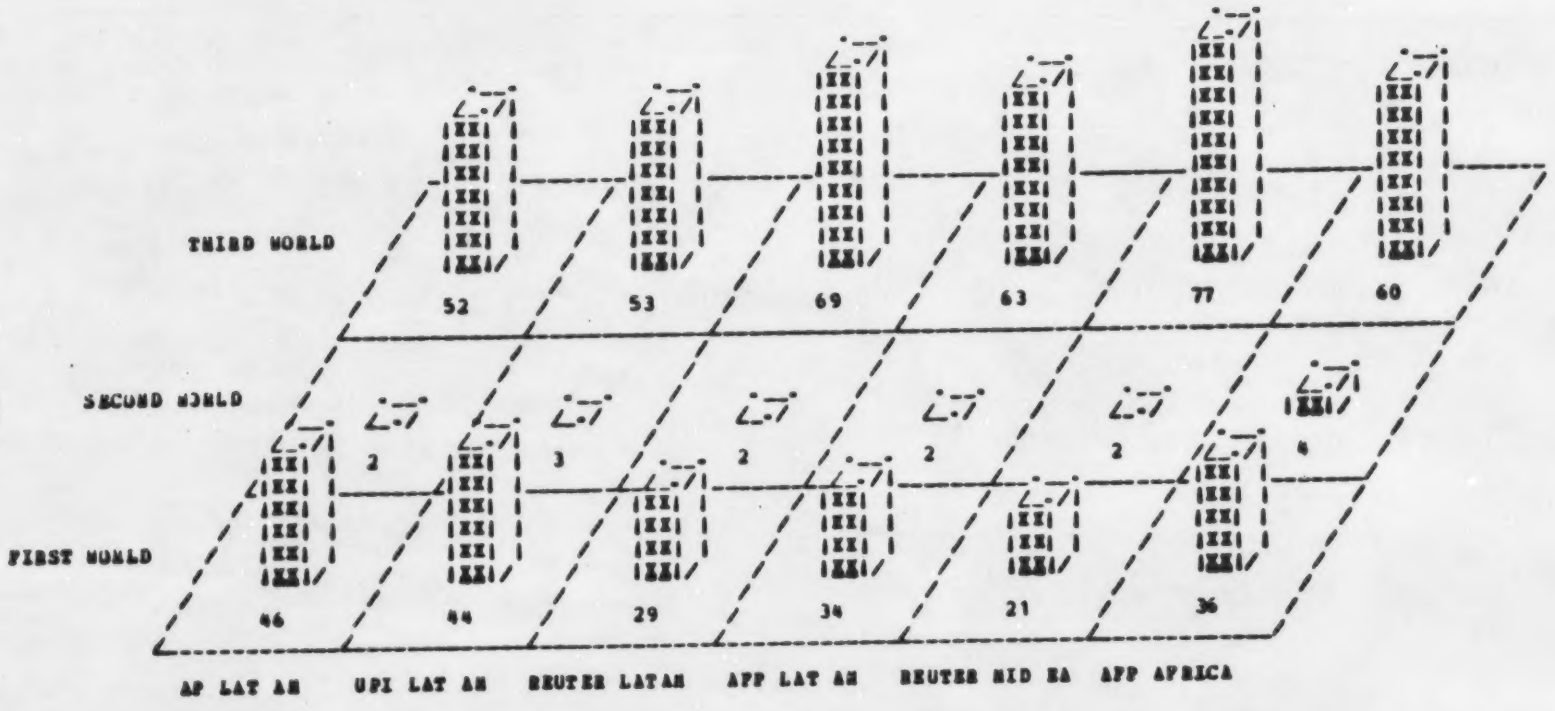


Numbers in each block represent proportion of news originating in each geographic area.

TABLE 2: COVERAGE OF THREE WORLDS BY WESTERN NEWS AGENCIES.



Numbers in each block represent proportion of news originating in each geographic area.

TABLE 3: DISTRIBUTION OF MAIN TOPIC OF WIRE SERVICE NEWS

	AP to Latin America	UPI to Latin America	Reuters to Latin America
International politics	21%	12%	30%
Domestic politics	12	14	14
Military, defense	4	4	4
Economic matters	18	18	14
International aid	1	1	1
Social services	1	0	1
Crime, legal	8	9	6
Cultural	1	1	0
Religion	1	2	0
Scientific	1	3	0
Sports	20	23	19
Entertainment	1	1	0
Personalities	1	2	2
Human interest	1	2	1
Student matters	1	0	1
Ecology	1	1	1
Natural disaster	6	6	4
Other	4	4	2

	AFP to Latin America	Reuters to Middle East	AFP to Africa
International politics	12%	36%	32%
Domestic politics	18	18	16
Military, defense	6	25	11
Economic matters	16	7	15
International aid	1	1	2
Social services	1	0	1
Crime, legal	9	7	8
Cultural	1	8	1
Religion	1	1	0
Scientific	2	1	1
Sports	23	0	5
Entertainment	1	1	0
Personalities	1	0	0
Human interest	1	0	1
Student matters	0	0	1
Ecology	1	0	0
Natural disaster	4	5	2
Other	3	0	3

TABLE 4: CORRELATION BETWEEN MAIN TOPICS IN FIRST AND THIRD WORLD COVERAGE

United States	r= .54
Mexico	.83
Argentina	.82
Brazil	.89
Tunisia	.72
Ivory Coast	.86
Kenya	.66
Zambia	.82
Algeria	.72
Zaire	.81
Egypt	.76
Indonesia	.71
Thailand	.47
Iceland	.26
Turkey	.86
Soviet Union	.90
AP to Latin America	.85
UPI to Latin America	.83
Reuters to Latin America	.88
AFP to Latin America	.87
Reuters to Middle East	.81
AFP to Francophone Africa	.65

TABLE 5: THEMES AND REFERENCES IN FOREIGN NEWS

	UPI to Latin America	AFP to Latin America	Reuters to Latin America	AP to Latin America	euters to iddle East	AFP to Africa
No themes[a]	73%	75%	59%	66%	5%	52%
Nuclear arms control, prolif	1	1	4	2	1	2
Espionage	1	1	1	1	0	1
Racism, apartheid	1	1	1	2	0	5
Religious, ethnic antagonism	1	1	2	2	4	5
Political independence	2	2	5	3	1	12
Economic self-sufficiency	1	0	2	1	1	5
Home country as benefactor	0	0	0	0	1	1
Home country as beneficiary	0	0	0	0	1	0
Aid to developing countries	2	0	5	1	0	5
Third World development	3	1	8	3	0	6
Population control, explosion	0	0	0	0	0	0
Energy shortage, supply	3	2	4	4	2	2
Ecology, pollution	0	2	2	1	1	1
Human rights	2	2	1	3	3	2
Religious freedom	0	0	0	0	2	0
Freedom of speech	1	1	1	2	1	3
Other individual freedoms	6	4	4	6	1	6
Torture	0	1	1	1	0	0
Subversion	1	1	0	1	0	1
Terrorism	3	4	3	4	6	7
East-West detente	1	0	0	0	4	1
East-West division	0	0	1	0	0	1
USSR-China division	0	0	1	0	0	1
North-South Division	1	2	3	1	0	1
Social equality, inequality	0	1	0	0	0	1
Public corruption	1	1	1	1	2	1
Imperialism, colonialism	0	1	1	1	0	3
Socialism	1	2	2	1	0	1
Communism	2	2	4	3	0	1
Fascism	0	1	0	0	0	1
Democracy	1	2	4	2	0	2
Capitalism	0	0	0	0	0	0
Totalitarianism	0	0	0	0	0	0

[a]Multiple coding; totals may exceed 100%.

TABLE 6: CORRELATION BETWEEN MEDIA AND WIRE SERVICE COVERAGE IN LATIN AMERICA

Main Topic

		AP	UPI	AFP	Reuters
Mexico	r=	.83	.87	.85	.74
Argentina		.87	.86	.90	.87
Brazil		.75	.78	.83	.70

Themes

		AP	UPI	AFP	Reuters
Mexico	r=	.68	.53	.54	.65
Argentina		.67	.57	.59	.65
Brazil		.49	.34	.59	.31

TABLE 7: SOURCES OF FOREIGN NEWS

	Algeria	Zaire	Ivory Coast	Kenya	Zambia
Home country agency	21%	1%	0%	1%	38%
Reuters	2	0	1	6	0
UPI	0	0	0	5	0
AP	0	0	0	4	7
AFP	5	0	2	0	1
TASS	0	0	0	0	1
Other agency	0	1	1	0	1
Own correspondent	6	13	17	15	18
Other medium, home	0	0	0	0	0
Other medium, foreign	0	1	0	1	1
Other	1	0	65	30	14
No source	65	86	30	31	33
Multiple sources	0	0	0	0	0

	Egypt	Indonesia	Thailand	Iceland	Turkey
Home country agency	3%	26%	2%	0%	43%
Reuters	2	4	0	25	3
UPI	2	2	0	0	0
AP	3	9	12	16	14
AFP	5	25	2	0	14
TASS	0	0	0	0	0
Other agency	2	3	0	5	3
Own correspondent	24	21	16	24	36
Other medium, home	0	0	0	0	0
Other medium, foreign	1	1	1	4	5
Other	2	8	11	2	4
No source	44	26	57	32	4
Multiple sources	12	1	1	2	0

	United States	Mexico	Argentina	Brazil	Tunisia	Soviet Union
Home country agency	4%	0%	0%	0%	1%	0%
Reuters	4	0	0	0	0	0
UPI	7	10	6	1	0	0
AP	19	11	5	0	0	0
AFP	0	15	9	0	2	0
TASS	0	0	0	0	0	49
Other agency	1	28	17	0	0	1
Own correspondent	35	12	1	10	6	22
Other medium, home	1	0	0	0	0	0
Other medium, foreign	1	1	1	3	0	1
Other	10	5	8	18	0	14
No source	15	23	53	67	91	10
Multiple sources	5	4	4	2	0	0